

# The Norwegian *ex ante* test

*Exporting the Public Value Test: Assessing EU Member States' Evaluation of Public Broadcasters' New Media Services*

Brussels, May 25th, 2010.

Hallvard Moe

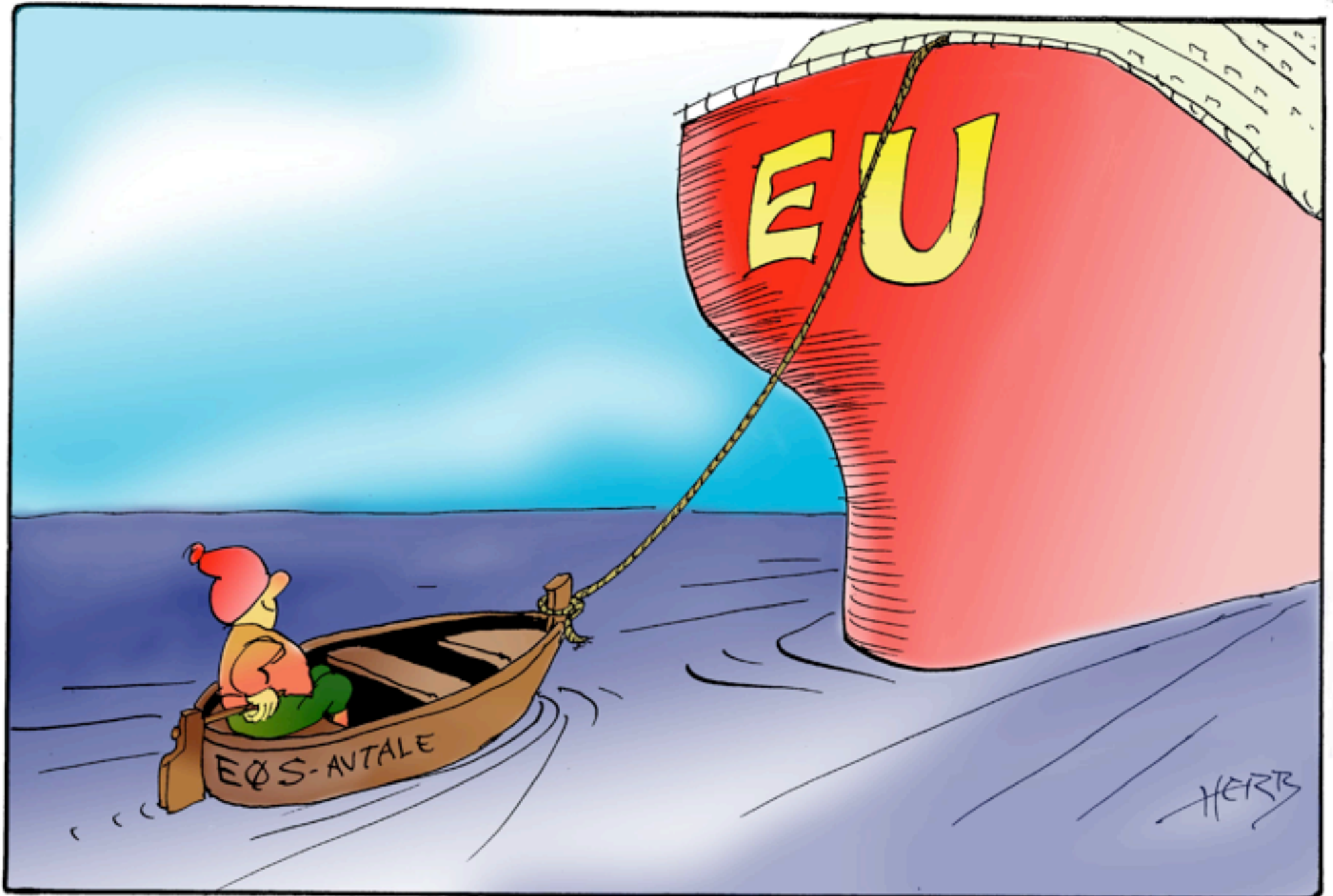
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Dept of Information Science and Media Studies

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# STYRINGSRETT



«Advance approval of new services in the NRK's public service remit»

Significant change?



«value added» to the market

Vs.

potentially competition-limiting effects



Approved/not approved



The organization of the test

The Media Authority +  
The Competition Authority  
featuring a public hearing

2 weeks + 3 months



The consequences of the test

Administrative and financial costs

Competition law concerns in Norwegian public service broadcasting policy

Thanks!

Texts and more info:

[www.hm.uib.no](http://www.hm.uib.no)

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